

Message Text

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46

ACTION EA-07

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FM AMEMBASSY SEOUL

TO SECSTATE WASHDC 2205

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UNCLAS SEOUL 0611

E.O. 11652: N/A

TAGS: ECOM, BEXP, KS

SUBJECT: PROPOSED FY-1974 COUNTRY COMMERCIAL PROGRAM

REF: A. STATE 006882

B. STATE 128397

C. SEOUL 4639

SUMMARY: FOLLOWING FY-1974 ACTION PROGRAM FOR SEOUL IS PATTERNED AFTER FY-1974 COMMERCIAL OBJECTIVES AND IS BASED ON EMBASSY'S OWN MARKET RESEARCH RESULTS, INCLUDING AMONG OTHERS SEOUL A-001 OF JANUARY 4, 1974. PROGRAM IS REALISTIC AND ATTAINABLE AS LONG AS THERE IS NO SERIOUS DISRUPTION ARISING OUT OF ENERGY CRISIS OR WORLDWIDE ECONOMIC DOWNTURN.

1. OBJECTIVE ONE: DEVELOP MARKET FOR U.S. MACHINERY FOR MINING AND CONSTRUCTION.

ACTION ONE: WORK WITH AGENTS OF OLD-TO-MARKET SUPPLIERS TO INCREASE U.S. SHARE OF MARKET BY \$5 MILLION, PARTICULARLY IN CEMENT INDUSTRY.

ACTION TWO: FIND DISTRIBUTORS FOR NEW-TO-MARKET U.S. SUPPLIERS OF MINING AND CONSTRUCTION EQUIPMENT APPROPRIATE FOR COAL MINING INDUSTRY. (COMMERCE TO IDENTIFY FIVE SUCH FIRMS AND WORK WITH THEM).

ACTION THREE: RECRUIT AT LEAST TWO BETWEEN-SHOW PROMOTIONS OF MINING AND CONSTRUCTION EQUIPMENT IN U.S. TRADE CENTER.

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2. OBJECTIVE TWO: INCREASE U.S. SHARE OF TEXTILE MACHINERY MARKET.

ACTION ONE: RECRUIT LOCALLY AND MOUNT ONE TEXTILE MACHINERY CATALOG SHOW IN U.S. TRADE CENTER, SEOUL.

ACTION TWO: CALL ON AT LEAST SIX MOST PROMISING POTENTIAL PURCHASERS OF U.S. EQUIPMENT AND ARRANGE FOR APPOINTMENTS BY LOCAL AGENTS AND AMATEX AND FINANCING BY U.S. BANKS.

3. OBJECTIVE THREE: INCREASE U.S. SHARE OF DESIGN, CONSULTANCY, ENGINEERING, EQUIPMENT, ETC. ON MAJOR PROJECTS.

ACTION ONE: IDENTIFY OR DEVELOP AT LEAST TEN PROJECTS TOTALLING AT LEAST \$250 MILLION FOR COMMERCE FOLLOW-UP.

ACTION TWO: DEVELOP AND SUBMIT AT LEAST 15 SUBSTANTIAL RELATED TRADE OPPORTUNITIES.

ACTION THREE: CALL ON PROMOTERS OR SPONSORS OF ALL MAJOR PROJECTS AS PART OF EMBASSY ACTION IN HAVING WORK AND EQUIPMENT SUPPLIED BY U.S. FIRMS.

4. OBJECTIVE FOUR: ESTABLISH AND OPERATE U.S. TRADE CENTER ON BASIS OF QUANTIFIABLE GOALS.

ACTION ONE: BASED ON MARKET POTENTIAL, IDENTIFY PRODUCT GROUPS AND REQUEST COMMERCE TO PROVIDE SIX EVENTS. EMBASSY SUGGESTS FOLLOWING CATEGORIES:

INDUSTRIAL HEATING AND COOLING EQUIPMENT

METALWORKING EQUIPMENT

POLLUTION CONTROL

TEXTILE MACHINERY

COMPUTERS AND BUSINESS EQUIPMENT

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HEALTH AND MEDICAL INSTRUMENTS

OR ANY CATEGORY IN SEOUL A-001.

ACTION TWO: EMBASSY TO RECRUIT AT LEAST SIX AGENT SHOWS AND SEEK TO ATTAIN GOAL OF \$1.4 MILLION SALES FROM BETWEEN-SHOW PROMOTIONS.

5. OBJECTIVE FIVE: CONTINUE TO SEEK GREATER ROKG SUPPORT FOR IMPORTS FROM THE UNITED STATES AND TO OBTAIN ROKG COOPERATION ON IMPORTANT TRADE ISSUES.

ACTION ONE: PERSUADE MCI TO RECRUIT AND SEND NEW PURCHASING MISSION TO UNITED STATES.

ACTION TWO: CONTINUE TO PRESS ROKG FOR COPYRIGHT PROTECTION AND INSURANCE LIBERALIZATION.

6. RESOURCE REALLOCATION

ACTION ONE: COMMERCIAL ATTACHE TO SHIFT PART OF FUNCTIONS TO ASSISTANT COMMERCIAL ATTACHE, AND TO FULFILL ALL RESPONSIBILITIES AS DIRECTOR OF U.S. TRADE CENTER SEOUL.

ACTION TWO: ECONOMIC/COMMERCIAL OFFICER (FSO-5) TO ASSUME GREATER SHARE OF COMMERCIAL FUNCTIONS.

ACTION THREE: REITERATE REQUEST FOR ONE COMMERCIAL OFFICER AND ONE LOCAL EMPLOYEE TO CREATE IN-HOUSE RESOURCE FOR MARKET RESEARCH (SEE STATE 214756).
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